

EXPLORING EMPLOYEE PERCEPTIONS OF CSR ALIGNMENT IN HRIS PRACTICES: A STUDY ON IT COMPANIES IN TRICHY DISTRICT

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Abstract

Corporate Social Responsibility (CSR) has become a pivotal aspect of organisational values, with a particular emphasis on its integration into Human Resource Information Systems (HRIS). This study delves into the perceptions of employees working in Information Technology (IT) companies within Trichy district regarding the alignment of CSR practices within HRIS. A structured questionnaire was administered to a sample size of 3768 respondents, encompassing various roles and experience levels within the IT sector.

The survey sought to gauge employee awareness of CSR initiatives related to HRIS, the perceived importance of CSR practices, and their evaluation of the impact on workplace culture, employee morale, and overall job satisfaction. Additionally, the study investigated the transparency and trust associated with HRIS data usage, exploring their influence on employee perceptions.

Preliminary findings indicate a varied awareness of CSR initiatives, with notable differences in the perceived importance of CSR alignment across employee roles. Employees' evaluation of CSR practices in positively impacting workplace culture and morale revealed intriguing insights. Furthermore, the survey identified the significance of transparency and trust in shaping employee attitudes toward HRIS data usage.

This research contributes valuable insights into the dynamics of CSR alignment within HRIS practices in the specific context of IT companies in Trichy district. The large and diverse sample size enhances the generalizability of the findings, providing a robust foundation for further exploration and refinement of CSR practices within the IT sector.

Keywords: *Corporate Social Responsibility (CSR), Human Resource Information Systems (HRIS), IT Companies, Employee Perceptions, Workplace Culture, Transparency and Trust*

Introduction:

In the ever-evolving world of business, Corporate Social Responsibility (CSR) has evolved into a significant force, expanding beyond traditional norms to encompass various ethical initiatives. Concurrently, the integration of Human Resource Information Systems (HRIS) has become indispensable for managing a company's human capital, particularly in the Information Technology (IT) sector. This prompts an exploration into how CSR practices align with HRIS functionalities and influence employee perspectives.

This study aims to understand the viewpoints of employees in Trichy district's IT companies regarding the alignment of CSR practices within HRIS, unravelling how these alignments impact organisational culture, employee morale, and overall job satisfaction.

Our investigation delves into various aspects of CSR integrated into HRIS practices, ranging from ethical considerations to employee well-being and broader cultural implications. As organisations adapt HRIS software, including SAP SuccessFactors, Workday, Oracle HCM Cloud, ADP Workforce Now, and BambooHR, grasping the subtleties of CSR alignment within these platforms becomes imperative. This provides insight into the technological solutions employed to embed CSR within organisational systems.

The study acknowledges the significance of specific CSR aspects, such as ethics, employee well-being, and broader cultural implications, in shaping the organisational narrative within HRIS practices. This exploration aspires to contribute practical insights for IT companies and to the broader discourse on integrating CSR within organisational structures.

Literature Review:

Employee perception of Corporate Social Responsibility (CSR) within the context of Human Resource Information Systems (HRIS) has emerged as a focal point in contemporary organisational research. As organisations increasingly integrate CSR initiatives into their core values, the alignment of these initiatives with HRIS has become a crucial area of investigation. Scholars have underscored the significance of understanding how employees perceive CSR alignment in HRIS, as it not only reflects the evolving dynamics of the modern workplace but also holds implications for employee engagement, organisational commitment, and overall corporate sustainability. Investigating employee perceptions of CSR alignment within HRIS, Al Ajlouni and Basri (2017) explored how information systems shape graduates for corporate social

responsibilities and governance. Within the realm of employee perceptions of CSR alignment in HRIS, Vărzaru and Albu (2014) underscored the crucial role of a social information system in strategically aligning human resources. Their study delved into how such systems contribute to value-added growth and impact organisational performance, introducing models for quantifying newly created value.

Examining Corporate Social Responsibility (CSR) and Human Resource Management (HRM) dynamics in Central and Eastern Europe, Berber (2014) highlighted CSR's importance in balancing economic, social, and environmental goals. The research explored the presence of CSR in regional organisations, investigating connections between CSR, environmental priorities, and HRM action plans using data from the Cranet research project.

In the study of HRIS adoption in Cameroonian SMEs, Noutsu Fobang (2019) addressed challenges posed by globalisation and technology. Utilising the UTAUT model, the research identified Performance Expectancy and Internal Social Influence as influential factors in HRIS adoption intention. Significant differences in Adoption Intention and Use were found concerning specific demographic factors, prompting further research on why SMEs in these regions are slow to embrace HR innovations.

Examining Jordanian mobile telecommunication companies, Obeidat (2016) explored the intricate relationship between CSR, employee engagement, and organisational performance. The study, based on 350 questionnaires, revealed a positive correlation between CSR (internal and external) and employee engagement, influencing organisational performance. Utilising the Baron and Kenny mediation model, the study confirmed that employee engagement fully mediated the relationship between CSR and organisational performance, highlighting the managerial imperative to focus on efficient CSR practices for improved overall performance.

V Pai's 2022 research on Artificial Intelligence (AI) in Corporate Social Responsibility (CSR) initiatives delves into the impact of globalisation on social, economic, political, commercial, and technological integration. The study highlights the essential role of wide-ranging partnerships, involving both public and private sectors, in achieving developmental goals through CSR. Leveraging emerging technologies like Artificial Intelligence (AI), particularly within CSR initiatives, is examined. The research employs the Technology-Organization-Environment (TOE) framework to understand the factors influencing AI adoption intention from an organisational perspective, contributing valuable insights for comprehending the implications of AI adoption on employee perceptions within HRIS.

Investigating the impact of HRIS information security on the organisational performance of commercial state corporations in Kenya, AG Kaaria's 2023 study employed a cross-sectional descriptive research design, involving managing directors, directors of human resources, and deputy directors of human resources from 55 Commercial State Corporations. Utilising both qualitative and quantitative methods, the research established a positive and significant

relationship between HRIS information security and the organisational performance of these corporations in Kenya. The study emphasises the importance of clear security implementation, communication, and training for employees, providing valuable insights for understanding the implications of HRIS information security on employee perceptions within HRIS, specifically in the context of CSR alignment.

Addressing the crucial role of employees in corporate social responsibility (CSR), P Biolcheva's 2023 study introduces a methodology for Personal Efficiency of Employees (PEE). Focused on reducing personal stress levels within the work environment, PEE utilises intelligent tools to monitor stress and offers tailored mechanisms to address it. This innovative approach is presented as an alternative for enhancing CSR, emphasising its broad applicability across various businesses and its positive impact on employee well-being, aligning with the exploration of employee perceptions on CSR alignment within HRIS.

In the exploration of Artificial Intelligence (AI) in HR Management, RI Lamia's 2020 report delves into the application of AI in the workplace, focusing on Banglalink, the third-largest telecommunications company in Bangladesh. The report provides insights into Banglalink's objectives, mission, and vision, emphasising the importance and impacts of AI in HR and the broader workplace. The findings contribute to the understanding of AI's role in organisational practices, aligning with the investigation of employee perceptions on CSR alignment within HRIS. S. Pandey's 2020 empirical study explores the swift integration of Artificial Intelligence (AI) in various business operations, notably within Human Resources (HR). The study emphasises the transformation of HR functions through AI technologies like Automation, Augmented Intelligence, and Robotics. It underscores the urgency for organisations to adapt to these changes, with a survey revealing divergent employee perceptions. While some express concerns about potential job losses due to increased AI usage in the workplace, the majority exhibit enthusiasm, aligning with our focus on employee perceptions regarding CSR alignment in HRIS.

Research Methodology:

The research focuses on exploring employee perceptions of CSR alignment with HRIS in the IT industry within Trichy district. The study employs a cross-sectional quantitative research design with a structured questionnaire to collect data from 3768 respondents, representing various roles, departments, and experience levels in the IT sector. The questionnaire includes Likert scale items, demographic questions, and inquiries related to CSR practices, communication effectiveness, and values integration. Prior to the main data collection, a pilot test is conducted to refine the questionnaire for clarity and reliability. Ethical considerations, including informed consent and confidentiality, are emphasized throughout the data collection process. Statistical analysis, using techniques like chi-square tests and Mann-Whitney U tests, will be performed using software SPSS. The research methodology aims to provide valuable insights into the alignment of CSR initiatives with HRIS from the perspective of IT industry employees in Trichy district,

acknowledging potential limitations and contributing to the existing body of knowledge in this domain.

Data Analysis & Interpretation:

Demographics

Gender	Frequency of Respondents	Percentage
Male	1789	47.48
Female	1979	52.52

Table 1. Gender of the Respondents

Interpretation:

The table illustrates the gender distribution of respondents, revealing that out of the total surveyed population, 47.48% are male (1789 individuals), while 52.52% are female (1979 individuals). The data suggests a relatively balanced representation of genders, with a slightly higher percentage of females in the respondent pool.

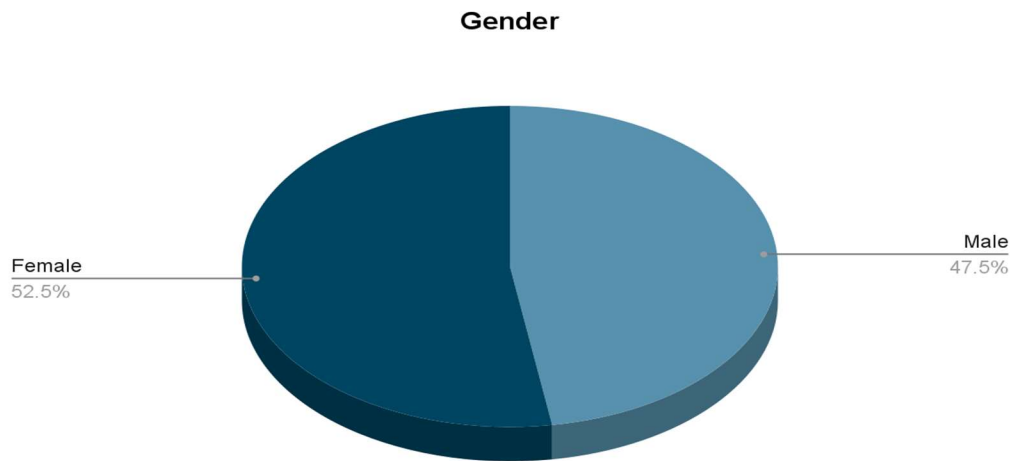


Fig 1. Gender of the Respondents

Age	No of Respondents	Percentage
Below 25 years	962	25.5

25-35 years	943	25.0
35-45 years	939	24.9
Above 45 years	924	24.5

Table 2. Age Group of the Respondents

Interpretation:

The table provides insights into the age distribution of respondents, showcasing a diverse representation across different age groups. Among the surveyed population, 25.5% are below 25 years old (962 individuals), 25.0% fall within the 25-35 age bracket (943 individuals), 24.9% are aged between 35 and 45 (939 individuals), and 24.5% are above 45 years old (924 individuals). The data indicates a fairly even distribution across age categories, highlighting a diverse range of participants in the survey.

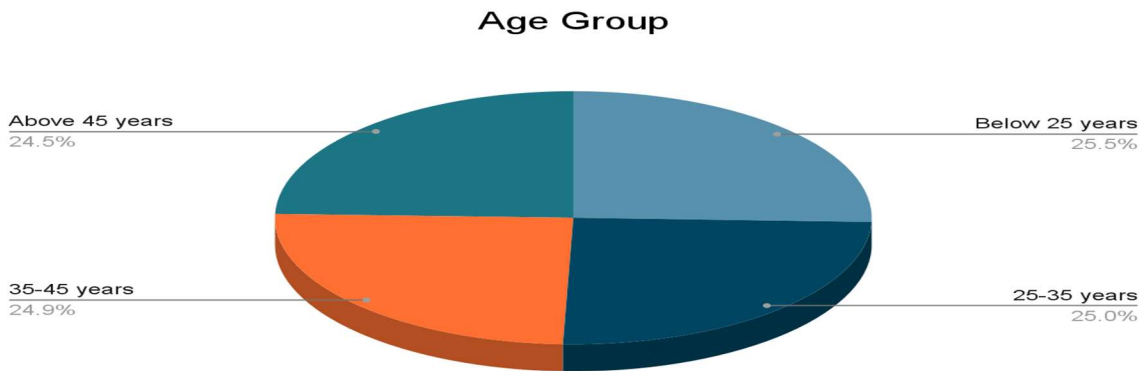


Fig 2. Age Group of the Respondents

Educational Qualification	No of Respondents	Percentage
B.E/M.E	566	15.0
B.Tech/M.Tech	533	14.1
BBA/MBA	571	15.2
M.Sc/B.Sc	552	14.6

B.Com/M.Com	516	13.7
Diploma/PG Diploma	513	13.6
Others	517	13.7

Table 3. Educational Qualification of the Respondents

Interpretation:

The table outlines the educational qualifications of respondents, revealing a diverse distribution across various categories. Among the surveyed individuals, 15.0% hold B.E/M.E degrees (566 respondents), 14.1% have B.Tech/M.Tech qualifications (533 respondents), 15.2% possess BBA/MBA degrees (571 respondents), and 14.6% have M.Sc/B.Sc credentials (552 respondents). Additionally, 13.7% each hold B.Com/M.Com degrees (516 respondents) and Diplomas/PG Diplomas (513 respondents), while another 13.7% fall into the "Others" category (517 respondents). This data underscores the varied educational backgrounds of the respondents, reflecting a broad spectrum of qualifications within the surveyed population.

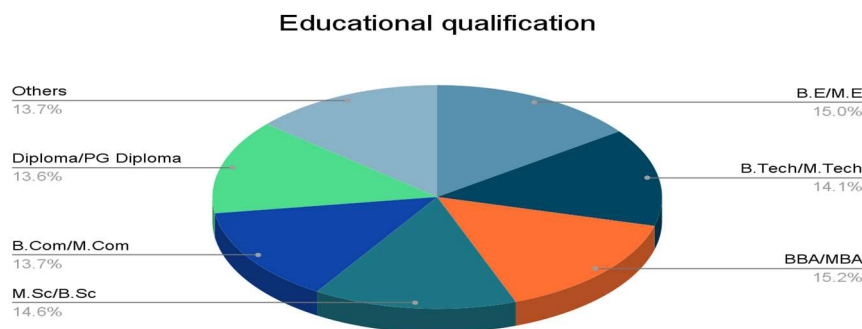


Fig 3. Educational Qualification of the Respondents

Role	Number of Respondents	Percentage
Manager	27	0.72
Team Member	2940	78.03
Technical Staff	609	16.16

Administrative Staff	192	5.10
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Table 4. Occupational Composition of the Respondents

Interpretation:

The table illustrates the distribution of respondents based on their roles within the surveyed population. Among the participants, 0.72% are identified as Managers (27 individuals), 78.03% are Team Members (2940 individuals), 16.16% are categorized as Technical Staff (609 individuals), and 5.10% hold Administrative Staff positions (192 individuals). This breakdown highlights the predominant role of Team Members in the surveyed group, while also showcasing the presence of Managers, Technical Staff, and Administrative Staff, providing insights into the organizational structure or professional composition of the respondents.

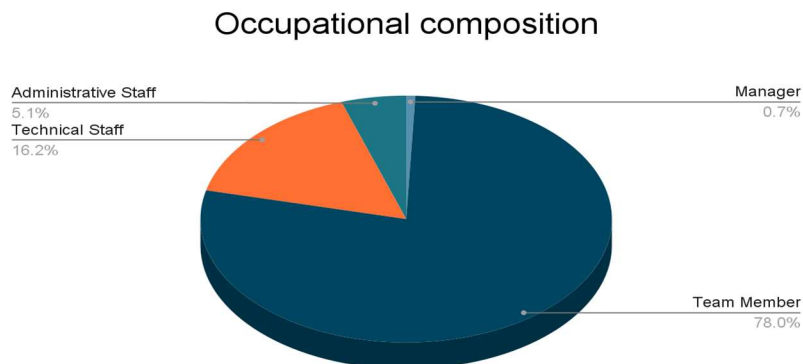


Fig 4. Occupational Composition

Work Experience	Number of Respondents	Percentage
Below 1 year	906	24.05
1-5 years	1293	34.32
5-10 years	864	22.93
Above 10 years	705	18.71

Table 5. Work Experience of the Respondents

Interpretation:

The table presents the distribution of respondents based on their work experience, providing a snapshot of the professional tenure within the surveyed population. Among the participants,

24.05% have work experience below 1 year (906 individuals), 34.32% fall within the 1-5 years range (1293 individuals), 22.93% have accumulated 5-10 years of experience (864 individuals), and 18.71% possess work experience exceeding 10 years (705 individuals). This breakdown offers insights into the diverse levels of professional experience within the surveyed group, capturing the range from entry-level to seasoned professionals.



Fig 5. Work Experience of the Respondents

CSR Awareness

CSR initiatives_awareness	No of Respondents	Percentage
Not at all	23	0.6
A little	1327	35.22
Somewhat	1022	27.12
Quite a bit	917	24.34
Completely	479	12.71

Table 6. Respondents Awareness on CSR Initiatives

Interpretation:

The table outlines the level of awareness among respondents regarding Corporate Social Responsibility (CSR) initiatives. A minimal percentage of respondents, 0.6%, indicated being not aware at all (23 individuals). The majority of respondents, 35.22%, expressed having a little awareness (1327 individuals), while 27.12% stated they were somewhat aware (1022 individuals).

Furthermore, 24.34% reported being quite a bit aware (917 individuals), and 12.71% claimed to be completely aware (479 individuals). This breakdown showcases varying degrees of familiarity with CSR initiatives among the surveyed population, emphasizing the need for further exploration and understanding of corporate social responsibility efforts.

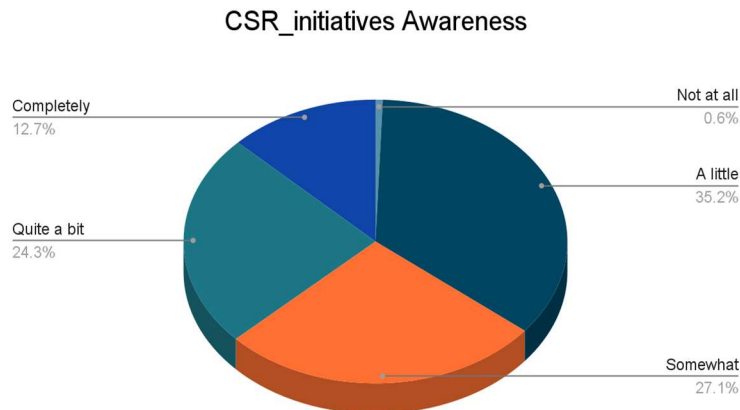


Fig 6. Respondents Awareness on CSR Initiatives

CSR practices_communication	No of Respondents	Percentage
Very Ineffectively	14	0.4
Ineffectively	651	17.28
Neutral	1333	35.38
Effectively	812	21.55
Very Effectively	958	25.42

Table 7. Perceived Effectiveness of CSR Practices Communication in HRIS

Interpretation:

The table reflects respondents' perceptions of how well the company communicates its Corporate Social Responsibility (CSR) practices through the Human Resource Information System (HRIS). A small percentage, 0.4%, find the communication very ineffective, while 17.28% consider it ineffective. A substantial portion, 35.38%, holds a neutral stance. On the positive side, 21.55% view the communication as effective, and 25.42% deem it very effective. This data indicates a

range of opinions, with a notable proportion expressing a neutral viewpoint, highlighting the need for potential improvements or enhancements in the communication of CSR practices via HRIS.

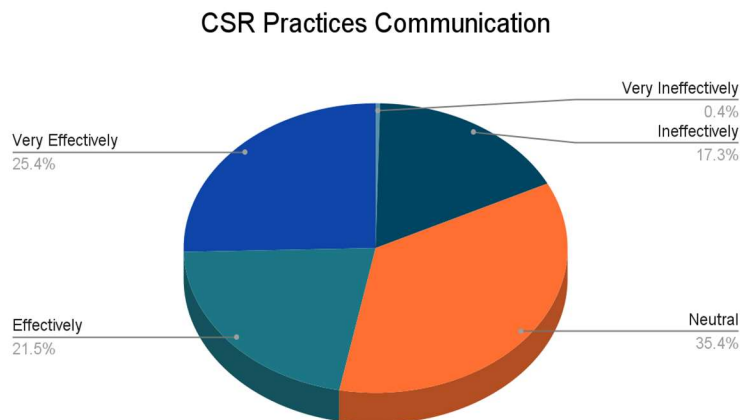


Fig 7. Perceived Effectiveness of CSR Practices Communication in HRIS

CSR values_Integrated	No of Respondents	Percentage
Not at all	65	1.73
A little	285	7.64
Somewhat	709	18.82
Quite a bit	1731	45.94
Completely	978	25.96

Table 8. Perceived Integration of CSR Values into HRIS Practices

Interpretation:

The table reveals respondents' perceptions of the integration of CSR values into HRIS practices. A minority, 1.73%, feel that CSR values are not integrated at all, while 7.64% perceive a low level of integration. A significant proportion, 18.82%, sees some integration, and 45.94% believe there is a substantial integration of CSR values. Moreover, 25.96% express that CSR values are completely integrated into HRIS practices. This data suggests a generally positive perception of CSR values integration, indicating a noteworthy level of alignment between CSR principles and HRIS practices within the surveyed population.

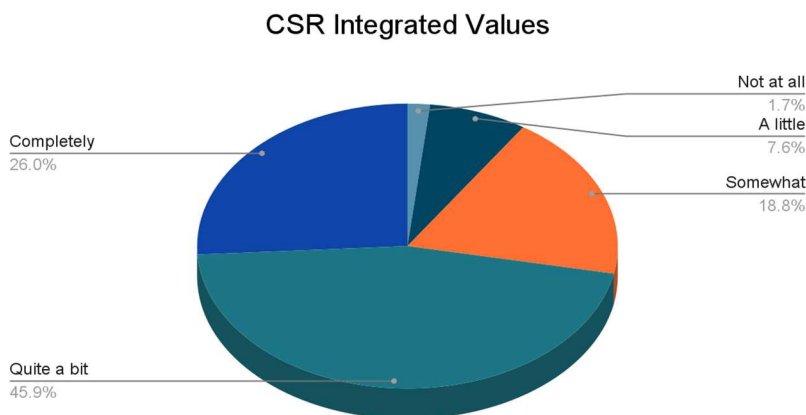


Fig 8. Perceived Integration of CSR Values into HRIS Practices

CSR Importance

CSR alignment_ importance	No of respondents	Percentage
Not at all	09	0.2
Slightly important	121	3.2
Moderately important	1033	27.42
Very important	912	24.20
Extremely important	1693	44.93

Table 9. Perceived Importance of CSR Alignment in HRIS Practices

Interpretation:

The table presents respondents' perspectives on the significance of CSR alignment within HRIS practices. A minimal percentage, 0.2%, deems it not important at all, while 3.2% considers it slightly important. A substantial portion, 27.42%, views it as moderately important, and 24.20% finds it very important. The majority, 44.93%, emphasizes the extreme importance of CSR alignment in HRIS practices. This data underscores the overall recognition of the high importance placed on aligning CSR values within HRIS practices among the surveyed population.

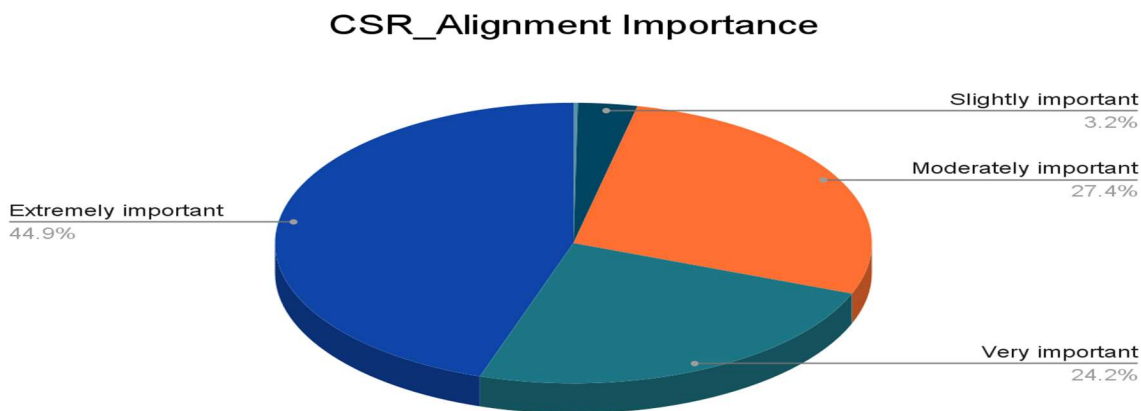


Fig 9. Perceived Importance of CSR Alignment in HRIS Practices

CSR Evaluation	No of Respondents	Percentage
Not at all	47	1.24
Very little	189	5.01
Some	892	23.66
A lot	1587	42.08
A great deal	1052	27.91

Table 10. Consideration of CSR Practices in HRIS for Evaluating Ethical Standards

Interpretation:

This table gauges respondents' perspectives on the extent to which Corporate Social Responsibility (CSR) practices integrated into Human Resource Information System (HRIS) are considered when evaluating the company's ethical standards. A small percentage, 1.24%, indicates not considering it at all, while 5.01% consider it very little. A significant proportion, 23.66%, considers it to some extent, and 42.08% consider it to a lot. Furthermore, 27.91% express considering CSR practices in HRIS a great deal when evaluating the company's ethical standards. This data underscores the varying degrees of importance attributed to CSR practices in HRIS as a factor influencing the assessment of the company's ethical standards.

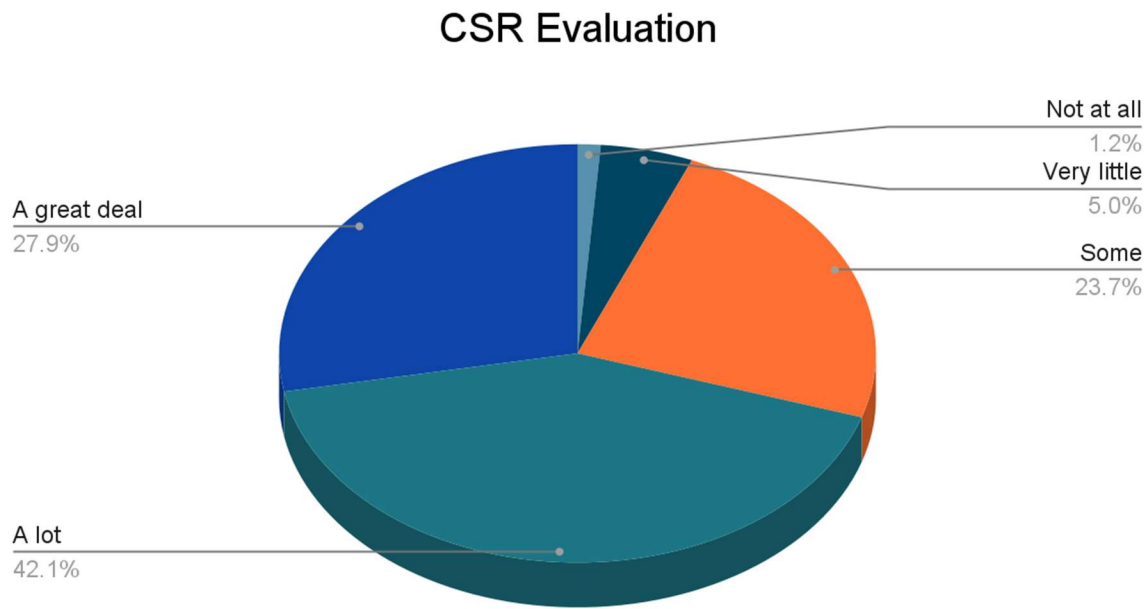


Fig 10. Consideration of CSR Practices in HRIS for Evaluating Ethical Standards

CSR Impact on job satisfaction	No of Respondents	Percentage
Not at all	32	0.85
Very little	98	2.61
Some	2034	53.98
A lot	887	23.54
A great deal	712	18.90

Table 11. Impact of Company's CSR Commitment in HRIS on Job Satisfaction

Interpretation:

This table captures respondents' perceptions regarding the extent to which the company's commitment to Corporate Social Responsibility (CSR) within the Human Resource Information System (HRIS) influences their overall job satisfaction. A small percentage, 0.85%, feels that it does not impact job satisfaction at all, while 2.61% believes it has very little impact. A substantial majority, 53.98%, sees some impact, and 23.54% assert that the company's CSR commitment in

HRIS affects their job satisfaction a lot. Additionally, 18.90% express that it has a great deal of impact on their overall job satisfaction. This data provides insights into the perceived correlation between CSR initiatives in HRIS and employees' satisfaction with their jobs.

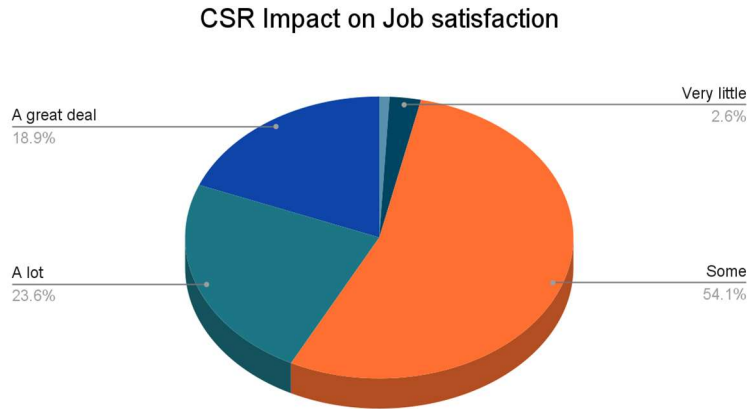


Fig 11. Impact of Company's CSR Commitment in HRIS on Job Satisfaction

CSR_Evaluation (Evaluation):

CSR impact on company image	No of Respondents	Percentage
Not at all effective	54	1.43
Slightly effective	357	9.5
Moderately effective	903	24
Very effective	1687	44.8
Extremely Effective	767	20.4

Table 12. Perceived Effectiveness of CSR Practices in HRIS on Company Image

Interpretation:

This table elucidates respondents' beliefs regarding the effectiveness of Corporate Social Responsibility (CSR) practices within the Human Resource Information System (HRIS) in positively impacting the overall company image. A small percentage, 1.43%, deems it not at all effective, while 9.5% considers it slightly effective. A substantial portion, 24%, views it as moderately effective, and 44.8% perceives it as very effective. Additionally, 20.4% express that CSR practices in HRIS are extremely effective in positively influencing the overall company

image. This data provides insights into the perceived impact of CSR initiatives within HRIS on shaping the company's public image.

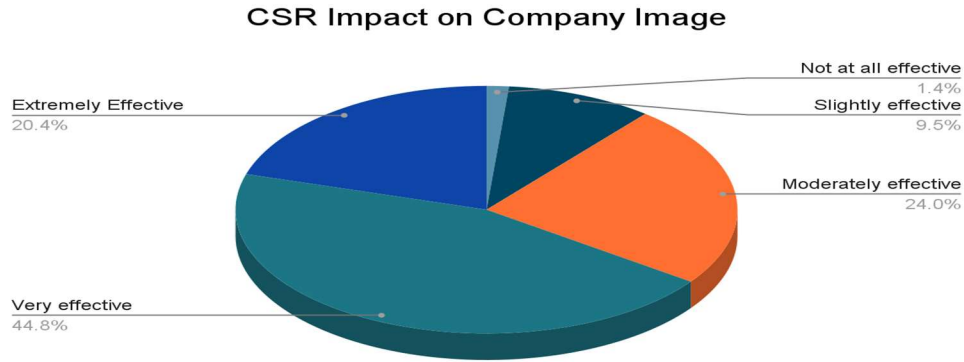


Fig 12. Perceived Effectiveness of CSR Practices in HRIS on Company Image

CSR Contribution to Workplace culture	No of Respondents	Percentage
Not at all	285	7.6
A little	1789	47.5
Somewhat	753	20.0
Quite a bit	575	15.3
A great deal	368	9.77

Fig 13. Contribution of CSR Practices in HRIS to Positive Workplace Culture

Interpretation:

This table captures respondents' perspectives on the degree to which Corporate Social Responsibility (CSR) practices integrated into the Human Resource Information System (HRIS) contribute to creating a positive workplace culture. A small percentage, 7.6%, believes it does not contribute at all, while 47.5% considers it to contribute a little. Furthermore, 20.0% perceives some contribution, and 15.3% asserts that CSR practices in HRIS contribute quite a bit. Additionally, 9.77% express that CSR practices contribute a great deal to fostering a positive workplace culture. This data provides insights into the perceived impact of CSR initiatives within HRIS on shaping the overall workplace culture.

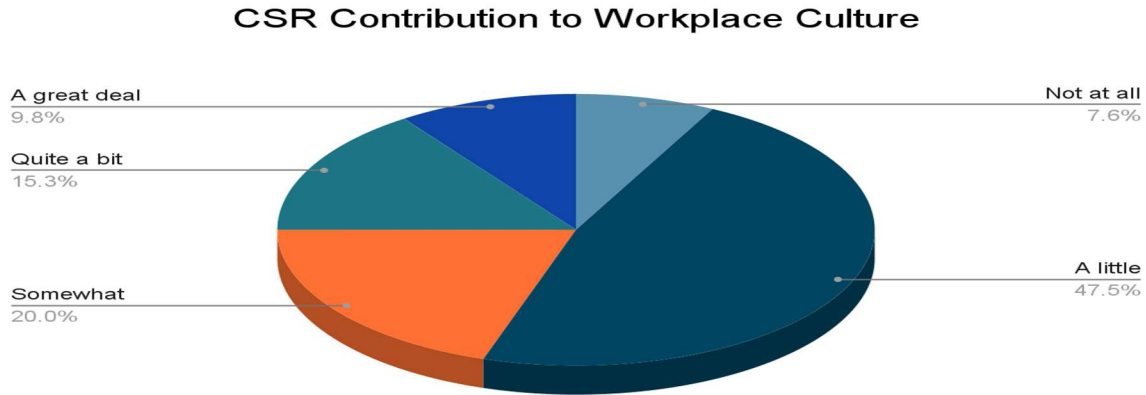


Fig 13. Contribution of CSR Practices in HRIS to Positive Workplace Culture

Employee Morale (Employee_Morale):

CSR Impact on Employee morale	No of Respondents	Percentage
Not at all	102	2.71
A little	598	15.87
Somewhat	1245	33.04
Quite a bit	1100	29.17
A great deal	723	19.21

Table 14. Impact of Company's CSR Initiatives in HRIS on Employee Morale

Interpretation:

The table illustrates the perceived impact of Corporate Social Responsibility (CSR) initiatives on employee morale among the respondents. Notably, a significant proportion, 19.21%, attribute a "great deal" of positive influence to CSR, emphasizing a substantial impact on morale. Additionally, 29.17% believe CSR contributes "quite a bit" to morale, indicating a notable positive sentiment. However, it is noteworthy that a combined 51.62% of respondents express more moderate views, with 33.04% stating CSR impacts morale "somewhat," and 15.87% indicating it has a "little" effect. A minority, 2.71%, feel that CSR has "not at all" impacted employee morale.

Overall, the data suggests a generally positive perception of CSR's influence on morale, with a notable proportion acknowledging a substantial positive impact.

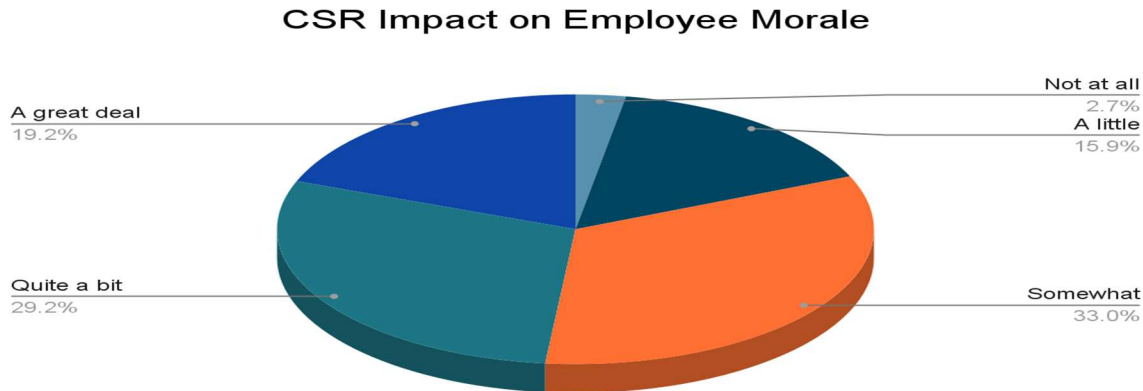


Fig 14. Impact of Company's CSR Initiatives in HRIS on Employee Morale

CSR_Transparency_Trust (Transparency_Trust):

Transparency Level	No of Respondents	Percentage
Not at all Transparent	84	2.23
Slightly Transparent	312	8.28
Moderately Transparent	967	25.65
Very Transparent	1634	43.35
Completely Transparent	771	20.49

Table 15. Perceived Transparency of Company Regarding Ethical Implications of HRIS Data Usage

Interpretation:

This table presents respondents' perceptions of the transparency level of the company concerning the ethical implications of Human Resource Information System (HRIS) data usage. A small percentage, 2.23%, believes the company is not at all transparent, while 8.28% considers it slightly transparent. Furthermore, 25.65% perceives a moderate level of transparency, and 43.35% asserts that the company is very transparent about the ethical implications of HRIS data usage. Additionally, 20.49% express that the company is completely transparent in this regard. This data

provides insights into the perceived transparency of the company concerning ethical considerations in HRIS data usage.

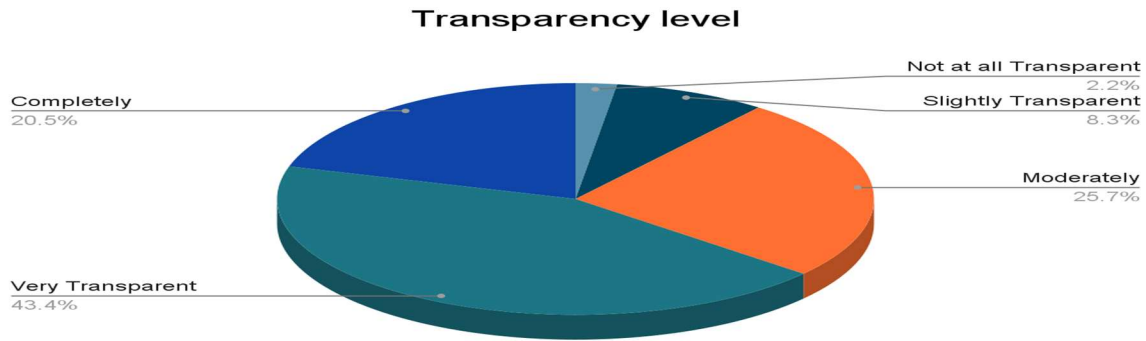


Fig 15. Perceived Transparency of Company Regarding Ethical Implications of HRIS Data Usage

Trust Building level	No of Respondents	Percentage
Not at all	57	1.51
A little	312	8.28
Somewhat	964	25.56
Quite a bit	1423	37.75
A great deal	1012	26.89

Table 16. Impact of Transparency in HRIS Practices on Trust Building Among Employees

Interpretation:

This table captures respondents' opinions on the extent to which transparency in Human Resource Information System (HRIS) practices contributes to building trust among employees. A small percentage, 1.51%, believes it does not build trust at all, while 8.28% considers it to have a little impact. Furthermore, 25.56% perceives some impact, and 37.75% asserts that transparency in HRIS practices contributes quite a bit to trust building among employees. Additionally, 26.89% express that transparency in HRIS practices contributes a great deal to building trust. This data provides insights into the perceived relationship between transparency in HRIS practices and the establishment of trust among employees.

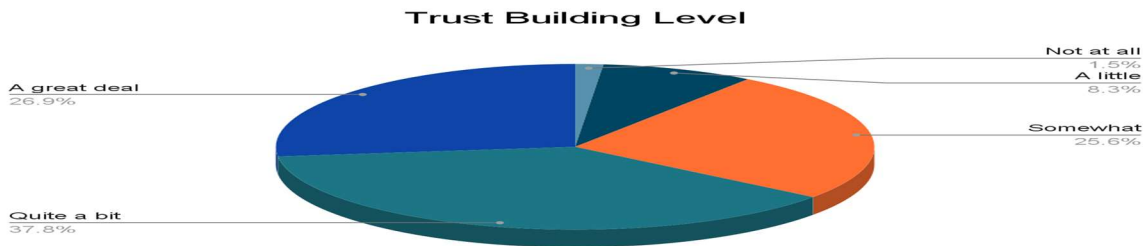


Fig 16. Impact of Transparency in HRIS Practices on Trust Building Among Employees

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Work experience	3768	1	4	2.36	1.042
CSR initiatives	3768	1	5	3.13	1.054
CSR Practices	3768	1	5	3.54	1.061
CSR values	3768	1	5	3.87	0.943
CSR Importance	3768	1	5	4.1	0.929
CSR Evaluation	3768	1	5	3.9	0.906
Job satisfaction	3768	1	5	3.57	0.853
contribution to Company image	3768	1	5	3.73	0.938
Contribution to positive workplace	3768	1	5	2.72	1.114
Morale	3768	1	5	3.46	1.055
Transparency	3768	1	5	3.72	0.955
Trust building	3768	1	5	3.8	0.976

Table 17. Descriptive Statistics of Employee Perceptions on Corporate Social Responsibility (CSR) and Work-related Factors

Interpretation:

The table presents responses from 3768 employees regarding Corporate Social Responsibility (CSR) and work-related aspects. Notably, the standard deviations are consistently less than one third of the mean for variables such as work experience (mean: 2.36, SD: 1.042), CSR initiatives (mean: 3.13, SD: 1.054), CSR practices (mean: 3.54, SD: 1.061), CSR values (mean: 3.87, SD: 0.943), CSR importance (mean: 4.1, SD: 0.929), CSR evaluation (mean: 3.9, SD: 0.906), job satisfaction (mean: 3.57, SD: 0.853), contribution to the company's image (mean: 3.73, SD: 0.938), morale (mean: 3.46, SD: 1.055), transparency (mean: 3.72, SD: 0.955), and trust-building (mean: 3.8, SD: 0.976). This consistent pattern of standard deviations being less than one third of the mean across these variables indicates a sample distribution with relatively low variability, suggesting a cohesive and tightly clustered set of responses among employees. However, for "Contribution to Positive Workplace" (mean: 2.72, SD: 1.114), the higher standard deviation relative to the mean suggests a slightly wider dispersion, indicating greater variability in employee perceptions in this specific area.

Descriptive Statistics										
	N	Mini mum	Maxi mum	Mean	Std. Error	Std. Devia tion	Skew ness	Std. Error	Kurt osis	Std. Error
	Statis tic	Statis tic	Statis tic	Statis tic	Std. Error	Statis tic	Statis tic	Std. Error	Statis tic	Std. Error
Perception	3768	1	10	5.41	0.047	2.857	0.039	0.04	-1.223	0.08
Satisfaction	3768	1	10	5.57	0.047	2.895	-0.04	0.04	-1.237	0.08

Table 18. CSR Alignment & HRIS-Integrated Satisfaction Stats

Interpretation:

The table displays statistics for employee responses to two questions. CSR alignment's average perception is 5.41 (SD = 0.047), indicating a moderately positive view with a skewness of 2.857 and moderately platykurtic distribution (-1.223). Satisfaction with current CSR practices averages 5.57 (SD = 0.047), displaying a negatively skewed distribution (-0.04) and moderately platykurtic pattern (-1.237). Adding and subtracting the standard error from the mean indicates a moderate consensus for perception (5.37 to 5.85) and a slightly narrower range for satisfaction (5.49 to 5.65). Overall, employees perceive a moderately positive impact of CSR alignment and express varied opinions on current practices, with decent satisfaction.

Man - Whitney U Test

Tests of Normality							
	Kolmogorov-Smirnova				Shapiro-Wilk		
	Gender	Statistic	df	Sig.	Statistic	df	Sig.
Perception	Male	0.121	1789	.000	0.937	1789	.000
	Female	0.113	1979	.000	0.934	1979	.000
Satisfaction	Male	0.117	1789	.000	0.933	1789	.000
	Female	0.111	1979	.000	0.933	1979	.000

Table 19. Tests of Normality for Gender-based Perception and Satisfaction

Hypothesis Statement:

Perception:

Null Hypothesis (H0): The perception scores for both genders follow a normal distribution.

Alternative Hypothesis (H1): The perception scores for both genders do not follow a normal distribution.

Satisfaction:

Null Hypothesis (H0): The satisfaction scores for both genders follow a normal distribution.

Alternative Hypothesis (H1): The satisfaction scores for both genders do not follow a normal distribution.

Interpretation:

The table presents results from the Kolmogorov-Smirnov and Shapiro-Wilk tests of normality for gender-specific perceptions and satisfaction scores. For both males and females, the significance values are less than 0.05, indicating that the null hypothesis of normal distribution is rejected. Therefore, the data for both perception and satisfaction is deemed not normally distributed.

Ranks				
	Gender	N	Mean Rank	Sum of Ranks

Perception	Male	1789	1877.85	3359479.5
	Female	1979	1890.51	3741316.5
	Total	3768		
Satisfaction	Male	1789	1908.09	3413572
	Female	1979	1863.18	3687224
	Total	3768		

Table 20. Perception and Satisfaction Ranks Based on Gender

Test Statistics		
	Perception	Satisfaction
Mann-Whitney U	1758324.5	1728014
Wilcoxon W	3359479.5	3687224
Z	-0.358	-1.272
Asymp. Sig. (2-tailed)	0.72	0.203
a Grouping Variable: Gender		

Table 21. Test Statistics for Mann-Whitney U Test on Perception and Satisfaction Based on Gender

Hypothesis Statement:

Perception Hypotheses:

Null Hypothesis (H0): There is no significant difference in the perception scores of male and female respondents regarding CSG alignment with HRIS.

Alternative Hypothesis (H1): There is a significant difference in the perception scores of male and female respondents regarding CSG alignment with HRIS.

Satisfaction Hypotheses:

Null Hypothesis (H0): There is no significant difference in the satisfaction scores of male and female respondents regarding CSG alignment with HRIS.

Alternative Hypothesis (H1): There is a significant difference in the satisfaction scores of male and female respondents regarding CSG alignment with HRIS.

Interpretation:

The Mann-Whitney U test was conducted to compare the perception and satisfaction levels of respondents based on gender in the context of CSG alignment with HRIS. For the perception variable, the mean rank for males was 1877.85, and for females, it was 1890.51, resulting in a Mann-Whitney U statistic of 1758324.5 and a two-tailed asymptotic significance of 0.72. This suggests that there is no statistically significant difference in the perception scores between male and female respondents.

Similarly, for the satisfaction variable, the mean rank for males was 1908.09, and for females, it was 1863.18, resulting in a Mann-Whitney U statistic of 1728014 and a two-tailed asymptotic significance of 0.203. This indicates that there is no statistically significant difference in the satisfaction scores between male and female respondents.

Hence, based on the Mann-Whitney U test results, there is no significant gender-based difference in either perception or satisfaction levels among respondents regarding CSG alignment with HRIS.

Chi - Square Test:

		CSR initiatives					Total
		Not at all	A little	Some what	Quite a bit	Completely	
Educational Qualification	B.E/M.E	1	197	145	151	72	566
	B.Tech/M.Tech	6	180	151	131	65	533
	MBA/BBA	4	201	141	143	82	571
	M.Sc/B.Sc	2	197	152	135	66	552
	B.Com/M.Com	6	202	134	119	55	516
	Diploma/ PG	2	193	130	120	68	513

	Diploma						
	Others	2	157	169	118	71	517
	Total	23	1327	1022	917	479	3768
Pearson chi-square value					30.1		
d.f					24		
p value					0.181		
Hypothesis					Accepted		

Table 22. CSR Initiative Awareness by Educational Qualification

Hypothesis Statement: Null Hypothesis (H0): There is no significant association between the level of CSR initiative awareness and the type of education (B.E/M.E, B.Tech/M.Tech, MBA/BBA, M.Sc/B.Sc, B.Com/M.Com, Diploma/PG Diploma, Others) among the respondents.

Alternative Hypothesis (H1): There is a significant association between the level of CSR initiative awareness and the type of education among the respondents.

Interpretation:

The Pearson chi-square test was conducted to examine the association between CSR initiative awareness and respondents' education levels. With a chi-square value of 30.1 and 24 degrees of freedom, the resulting p-value of 0.181 led to the acceptance of the null hypothesis. This indicates that there is no significant association between the level of CSR initiative awareness and the type of education among the respondents. In summary, the data suggests that awareness of CSR initiatives does not vary significantly based on the educational background of the respondents.

		CSR Practices					Total
		very ineffective	ineffective	neutral	effectively	very effective	
Educational Qualification	B.E/M.E	4	86	196	137	143	566
	B.Tech/M.Te	1	107	181	108	136	533

ch							
MBA/BBA	2	100	181	134	154	571	
M.Sc/B.Sc	3	74	210	126	139	552	
B.Com/M.Com	1	95	191	102	127	516	
Diploma/ PG Diploma	1	103	178	97	134	513	
Others	2	86	196	108	125	517	
	14	651	1333	812	958	3768	
Pearson chi-square value				27.362			
d.f				24			
p value				0.288			
Hypothesis				Accepted			

Table 23. Perception on Effectiveness of CSR Practices Communication by Educational Qualification

Hypothesis Statement: Null Hypothesis (H0): There is no significant association between the perception of respondents on the effectiveness of communication of CSR practices and their level of education (B.E/M.E, B.Tech/M.Tech, MBA/BBA, M.Sc/B.Sc, B.Com/M.Com, Diploma/PG Diploma, Others).

Alternative Hypothesis (H1): There is a significant association between the perception of respondents on the effectiveness of communication of CSR practices and their level of education.

Interpretation:

The Pearson chi-square test was utilized to assess the association between respondents' perception of the effectiveness of communication of CSR practices and their education levels. With a chi-square value of 27.362 and 24 degrees of freedom, the resulting p-value of 0.288 led to the acceptance of the null hypothesis. This indicates that there is no significant association between

respondents' perception of CSR practices communication effectiveness and their educational background. In summary, the data suggests that the effectiveness perception of CSR communication does not vary significantly based on the education level of the respondents.

		CSR Values					Total
		not all	at a little	some what	quite a little	completely	
Education	B.E/M.E	10	40	104	250	162	566
	B.Tech/M.Tech	9	32	93	252	147	533
	MBA/BBA	7	40	109	270	145	571
	M.Sc/B.Sc	11	48	105	269	119	552
	B.Com/M.Com	11	46	96	241	122	516
	Diploma/ PG Diploma	11	40	85	235	142	513
	Others	6	39	117	214	141	517
	Total	65	285	709	1731	978	3768
	Pearson chi-square value					25.82	
d.f					24		
p value					0.362		
Hypothesis					Accepted		

Table 24. Perception on Impact of CSR value integration in positive Work Culture by Education

Hypothesis Statement Null Hypothesis (H0): There is no significant association between the perception of respondents on the integration of CSR values with HRIS and their level of education (B.E/M.E, B.Tech/M.Tech, MBA/BBA, M.Sc/B.Sc, B.Com/M.Com, Diploma/PG Diploma, Others).

Alternative Hypothesis (H1): There is a significant association between the perception of respondents on the integration of CSR values with HRIS and their level of education.

Interpretation:

The Pearson chi-square test was employed to investigate the association between respondents' perception of the integration of CSR values with HRIS and their education levels. With a chi-square value of 25.82 and 24 degrees of freedom, the resulting p-value of 0.362 led to the acceptance of the null hypothesis. This indicates that there is no significant association between respondents' perception of CSR values integration with HRIS and their educational background. In summary, the data suggests that the perception of CSR values integration with HRIS does not vary significantly based on the education level of the respondents.

		CSR initiatives					Total
		Not at all	A little	Some what	Quite a bit	Completely	
Role	manager	0	6	9	8	3	26
	team member	20	1028	812	709	372	2941
	technical staff	3	235	144	145	82	609
	administrative staff	0	58	57	55	22	192
	Total	23	1327	1022	917	479	3768
	Pearson chi-square value					12.743	
d.f					12		
p value					0.388		

Hypothesis	Accepted
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Table 25. CSR initiatives awareness by Role of the Respondents

Hypothesis Statement: Null Hypothesis (H0): There is no significant association between CSR initiative awareness and the role of respondents (manager, team member, technical staff, administrative staff).

Alternative Hypothesis (H1): There is a significant association between CSR initiative awareness and the role of respondents.

Interpretation:

The Pearson chi-square test was conducted to examine the association between CSR initiative awareness and the roles of respondents (manager, team member, technical staff, administrative staff). With a chi-square value of 12.743 and 12 degrees of freedom, the resulting p-value of 0.388 led to the acceptance of the null hypothesis. This implies that there is no significant association between CSR initiative awareness and the roles of the respondents. In other words, CSR initiative awareness does not vary significantly based on the role (manager, team member, technical staff, administrative staff) of the respondents.

		CSR Practices					Total
		very ineffectively	ineffectively	neutral	effectively	very effectively	
Role	manager	0	2	9	9	6	26
	team member	13	513	1043	618	754	2941
	technical staff	1	109	219	137	143	609
	administrative staff	0	27	62	48	55	192
	Total	14	651	1333	812	958	3768
	Pearson chi-square value					10.771	

d.f	12
p value	0.549
Hypothesis	Accepted

Table 26. Perception on Effectiveness of CSR practices Communication Vs Role of the Respondents

Hypothesis Statement:

Null Hypothesis (H0): There is no significant association between the perception of respondents on the effectiveness of communication of CSR practices and their role (manager, team member, technical staff, administrative staff).

Alternative Hypothesis (H1): There is a significant association between the perception of respondents on the effectiveness of communication of CSR practices and their role.

Interpretation:

The Pearson chi-square test was employed to assess the association between respondents' perception of the effectiveness of communication of CSR practices and their roles (manager, team member, technical staff, administrative staff). With a chi-square value of 10.771 and 12 degrees of freedom, the resulting p-value of 0.549 led to the acceptance of the null hypothesis. This implies that there is no significant association between respondents' perception of the effectiveness of CSR practices communication and their roles. In other words, the perception of CSR practices communication effectiveness does not vary significantly based on the role (manager, team member, technical staff, administrative staff) of the respondents.

		CSR values					Total
		not at all	a little	somewh at	quite little	a complet ely	
Role	manager	0	1	8	9	8	26
	team member	50	219	555	1342	775	2941
	technical staff	10	52	117	287	143	609
	administrative	5	13	29	93	52	192

	staff						
	Total	65	285	709	1731	978	3768
Pearson chi-square value					9.407		
d.f					12		
p value					0.668		
Hypothesis					Accepted		

Table 27. Perception on Impact of CSR value integration in positive Work Culture by Role of the Respondents

Hypothesis Statement:

Null Hypothesis (H0): There is no significant association between the perception of respondents on the integration of CSR values with HRIS and their role (manager, team member, technical staff, administrative staff).

Alternative Hypothesis (H1): There is a significant association between the perception of respondents on the integration of CSR values with HRIS and their role.

Interpretation:

The Pearson chi-square test was conducted to explore the association between respondents' perception of the integration of CSR values with HRIS and their roles (manager, team member, technical staff, administrative staff). With a chi-square value of 9.407 and 12 degrees of freedom, the resulting p-value of 0.668 led to the acceptance of the null hypothesis. This suggests that there is no significant association between respondents' perception of CSR values integration with HRIS and their roles. In summary, the data indicates that the perception of CSR values integration with HRIS does not vary significantly based on the role (manager, team member, technical staff, administrative staff) of the respondents.

Conclusion:

This research delves into the intricate dynamics of Corporate Social Responsibility (CSR) alignment within Human Resource Information Systems (HRIS) in the Information Technology (IT) sector within Trichy district. A comprehensive analysis was conducted based on responses from 3768 IT industry employees, representing diverse roles and experience levels. The findings offer valuable insights into employee perceptions of CSR initiatives, their importance, and the impact of alignment within HRIS on workplace culture, morale, and job satisfaction. One notable

discovery is the varied awareness of CSR initiatives among respondents, reflecting the need for targeted communication strategies to enhance awareness across all employee roles. Interestingly, differences in perceived importance of CSR alignment were observed among employee roles, suggesting the importance of tailoring CSR initiatives to align with the specific expectations and values associated with different positions within the organisation.

The evaluation of CSR practices' impact on workplace culture and morale uncovered intriguing insights. Employees recognized the positive influence of CSR practices, emphasizing their potential to contribute significantly to a positive workplace culture and elevated morale. This underscores the potential benefits of fostering a strong CSR culture within IT companies, enhancing employee engagement and satisfaction. The study also shed light on the critical role of transparency and trust in shaping employee attitudes toward HRIS data usage. The findings emphasize the importance of transparent communication about the ethical implications of HRIS data usage, contributing to a trustworthy organizational environment.

In conclusion, this research provides a nuanced understanding of CSR alignment within HRIS practices in the context of IT companies in Trichy district. The large and diverse sample size enhances the generalizability of the findings, offering practical insights for organizations looking to strengthen their CSR initiatives within the IT sector. Recommendations include targeted communication strategies to enhance CSR awareness, tailored initiatives based on employee roles, and a focus on transparency to build trust in HRIS data usage. Further research could explore the long-term impact of CSR alignment on employee engagement and organizational performance. Overall, this study contributes to the evolving discourse on CSR practices in the IT sector, providing a foundation for continued exploration and refinement in this crucial domain.

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